

Employment Opportunity

Director of Legislative and Public Affairs

\$ 114,579 - \$ 171,869 per year plus benefits

San Bernardino Associated Governments, known as SANBAG, is the council of governments and transportation planning agency for San Bernardino County. SANBAG is responsible for cooperative regional planning and furthering an efficient multi-modal transportation system countywide. SANBAG serves the 2.1 million residents of San Bernardino County.

As the County Transportation Commission, SANBAG supports freeway construction projects, regional and local road improvements, train and bus transportation, railroad crossings, call boxes, ridesharing, congestion management efforts and long-term planning studies. SANBAG administers Measure I, the half-cent transportation sales tax approved by county voters in 1989.

JOB SUMMARY

Under administrative direction, plans, organizes, manages, and provides oversight for all programs and activities of Legislative and Public Affairs Department; plans, directs, and implements comprehensive Authority-wide public affairs, community and government relations, outreach, and media relations programs, projects, and activities; provides highly responsible and complex professional assistance to the Executive Director in areas of expertise; and performs related work as required.

ESSENTIAL FUNCTIONS

This list is illustrative only and is not a comprehensive list of all functions and duties performed by employees in this position. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions, but are an essential function. Essential duties and responsibilities may include, but are not limited to the following:

- Assumes full management responsibility for services, programs, and projects of the Legislative and Public Affairs Department, including directing overall legislative and communications strategy and policy, developing positioning, messaging, marketing, and branding strategies and outreach programs, creating information materials, and coordinating responses to public records requests.
- Develops and directs the implementation of goals, objectives, policies, procedures, and work standards for the assigned functions.
- Manages and participates in the development and administration of the department's annual budget; directs the forecast of additional funds needed for staffing, equipment, materials, and supplies; directs the monitoring of and approves expenditures; directs and implements adjustments as necessary.
- Selects, trains, motivates, and directs department personnel; evaluates and reviews work for acceptability and conformance with department standards, including program and project priorities; works with employees on performance issues; implements discipline and termination procedures; responds to staff questions and concerns.
- Contributes to the overall quality of the assigned areas of responsibility by developing, reviewing, and implementing policies and procedures to meet legal requirements and SANBAG needs; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors the distribution of work, support systems, and internal reporting relationships; identifies opportunities for improvement; directs the implementation of change; prepares various staff reports on operations and activities.
- Serves as a liaison and builds coalitions between SANBAG and elected and appointed officials, local, regional, state, and federal representatives and agencies, advocacy organizations, community representatives, the media, and the public in order to advance the priorities and interests of SANBAG and member agencies; negotiates legislative and policy issues impacting SANBAG programs and projects.

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- Participates in community events and workshops that provide public information regarding SANBAG programs, projects, and services; explains and interprets SANBAG programs, policies, and activities.
- Leads the formulation, strategic development, implementation, and evaluation of SANBAG's legislative, public affairs, and communications programs, projects, and activities; develops and implements Board adopted legislative and public affairs programs.
- Manages SANBAG's image, including review of materials developed by other departments for public distribution and outreach programs, projects, and issues of importance to SANBAG; ensures consistent, timely, and accurate messages across department functions; assesses and provides advice on impacts to SANBAG's image and public perception.
- Develops and manages marketing and branding programs including developing outreach services and education programs and growing social media presence to increase awareness of SANBAG programs and services.
- Develops and manages legislative and policy advocacy programs and projects; monitors, tracks, and analyzes legislation affecting SANBAG programs, projects, and activities; communicates information and develops status reports for the Board and Executive Director; develops state and federal legislative platforms; represents SANBAG's position regarding legislation to special interest groups and local, state, and federal agencies, legislators, and lobbyists; develops and maintains ongoing effective liaison with state and federal legislative representatives; organizes advocacy trips; plans and implements regional forum series.
- Testifies at regional, state, and federal hearings representing SANBAG and regional interests.
- Drafts legislation, amendments, and changes to policy or regulatory items for Executive Director and Board review and approval.
- Provides expert professional assistance and guidance to the Board of Directors, executives, managers, and staff on public and legislative affairs and media relations, including preparing speeches, reports, testimonies, radio and television scripts, and other materials.
- Provides leadership and shares responsibility with other SANBAG executives and managers to communicate awareness of and sensitivity to the role SANBAG plays with key stakeholders in carrying out its mission within the local region.
- Oversees responses to media inquiries and public information requests.
- Develops, proposes, and takes proactive steps to build positive relationships with key elected officials, business, civic, and community leaders, and members of the media.
- Develops, writes, edits, and distributes a variety of reports and informational materials, including fact sheets, feature articles, presentations, informational, media, and educational releases, and internal and external newsletters and annual reports.
- Manages planning and conduct of events, ceremonies, and public activities.
- Oversees the development of consultant requests for proposals for professional services and the advertising and bid processes; evaluates proposals and recommends project award; coordinates with legal counsel to determine SANBAG needs and requirements for contractual services; negotiates contracts and agreements and administers same after award.
- Provides staff support to commissions, committees, and task forces.
- Participates on the Executive Management Team providing input on implementation of the goals, policies, and directives of the Board of Directors; provides input on project and program issues, policy, and strategic direction.
- Prepares, reviews, and presents staff reports, various management and information updates, and reports on special projects as assigned by the Executive Director.
- Monitors changes in laws, regulations, and technology that may affect SANBAG or departmental operations and programs; implements policy and procedural changes as required.

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- Responds to difficult and sensitive media and public inquiries and complaints and assists with resolutions and alternative recommendations
- Performs other duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting and program development, implementation, and evaluation.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Public agency budget development, contract administration, administrative practices, and general principles of risk management related to the functions of the assigned area.
- Organizational and management practices as applied to the analysis and evaluation of projects, programs, policies, procedures, and operational needs.
- Principles, practices, and techniques of developing and implementing public affairs, legislative, community and government relations, outreach, and media relations programs, as well as political dynamics of such programs.
- Roles, responsibilities, and funding structures of transportation and council of government agencies in order to effectively manage legislative and public affairs programs.
- Recent and on-going developments, current literature, and sources of information related to assigned programs and services.
- Applicable federal, state, and local laws, regulatory codes, ordinances, and procedures relevant to assigned area of responsibility.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing SANBAG in contacts with governmental agencies, community groups, various business, professional, educational, and regulatory organizations, and the public.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and SANBAG staff.

Ability to:

- Develop and implement goals, objectives, policies, procedures, work standards, and internal controls for the department and assigned program areas.
- Provide administrative and professional leadership and direction for the department and SANBAG.
- Develop, plan, coordinate, and implement a variety of legislative and public affairs programs and services suited to the needs of the community and SANBAG.
- Plan and direct a broad range of programs and services directed to building and maintaining SANBAG's image in the community and with key stakeholders.
- Conduct complex research projects, evaluate alternatives, make sound recommendations, and prepare effective technical reports.
- Effectively represent the department and SANBAG in meetings with governmental agencies, community groups, and various businesses, professional, and regulatory organizations, and in meetings with individuals.

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- Prepare and administer large and complex budgets; allocate limited resources in a cost effective manner.
- Interpret, apply, and ensure compliance with federal, state, and local policies, procedures, laws, and regulations.
- Plan, organize, direct, and coordinate the work of management, supervisory, professional, and technical personnel; delegate authority and responsibility.
- Select, train, motivate, and evaluate the work of staff and train staff in work procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and/or Experience:

Equivalent to graduation from an accredited four-year college or university with major coursework in political science, public relations, communications, journalism, business or public administration, or a related field and ten (10) years of broad and progressively responsible experience in planning, designing, and implementing legislative and public affairs programs, including two (2) years of supervisory experience.

Licenses and Certifications:

Possession of, or ability to obtain, a valid California Driver's License and proof of automobile liability insurance by time of appointment.

Physical Demands:

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various SANBAG meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

APPLICATION PROCEDURE

Applications will be accepted until Friday, May 6, 2016 at 4:00 p.m. or until the position is filled. Applications may be mailed or delivered in person. Call 909-884-8276 for application and requirements or visit our web site at www.sanbag.ca.gov.

Complete the SANBAG application form. Provide a one-page written summary of your experience in the workplace and/or education relative to this position, describing work performed

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and the frequency. The information provided will be used to verify and evaluate the applicant's qualifications. Failure to complete the application and clearly demonstrate fulfillment of the minimum requirements will result in disqualification of the applicant. Resumes in lieu of an application and/or faxed applications will not be accepted. The successful applicant will be required to take a pre-employment drug test.

Forward Application to: San Bernardino Associated Governments
Attn: Management Services
1170 W. 3rd Street, 2nd Floor
San Bernardino, CA 92410-1715

Visit SANBAG at www.sanbag.ca.gov.